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Serial No. 09/821,969

Atty. Docket No. 19480-2506RE

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

<b>First Named Inventor:</b>	Mats Hylin et al.
<b>Original Patent No.:</b>	6,005,534
<b>Date of Issue:</b>	December 21, 1999
<b>Assignee:</b>	Dahlgren, Hylin & Jonason Media AB
<b>Title:</b>	DIGITAL INFORMATION SYSTEM
<b>Serial No.</b>	09/821,969
<b>Examiner:</b>	D. Lewis
<b>Art Unit:</b>	2673
<b>Filing Date:</b>	March 30, 2001
<b>Attorney Docket No.</b>	19480-2506RE

AMENDMENT

Assistant Commissioner for Patents,  
Washington, DC 20231

S I R:

In response to the Office Action dated November 29, 2001,  
applicant hereby respectfully requests further examination and reconsideration of  
the above-identified application in view of the following remarks. Claims 1-26  
remain pending in the application.

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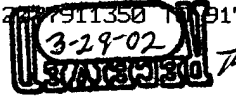
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The Examiner has rejected claims 24 and 25 under 35 U.S.C. § 102(b) as being anticipated by Mehovic, although it appears that claims 25 and 26 were intended to be rejected on this ground. The Examiner has also rejected claims 1-24 under 35 U.S.C. § 103(a) as being unpatentable over Mehovic in view of Martin and Miyashita. These grounds of rejection are respectfully traversed.

Independent claim 25 recites a method of selectively displaying digital information at one or more of a plurality of locations. The method comprises:

- receiving control instructions from at least one information mediator;
- using the control instructions to generate an exposure list that specifies display content, display location, display timing and display duration;
- displaying images at one or more of the locations in accordance with the exposure list; and
- permitting the exposure list to be dynamically updated.

Independent claim 26 recites a system comprising:

- a computerized control center having a plurality of communication interfaces for receiving control instructions from at least one information mediator, the computerized control center including means for generating and dynamically updating an exposure list from the control instructions, the exposure list specifying display content, display location, display timing and display duration;

- a computerized device situated at each one of the plurality of locations, each computerized device being electronically coupled to the computerized control center; and

- a means for displaying images in accordance with the exposure list associated with each one of the computerized devices.

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Mehovic discloses a system and methodology for propagating TPF based airline reservation data to a relational database management system from which the data can be retrieved and used by an end user. The overall system 10 includes a centralized computer reservation system 12 in the form of a "TPF based CRS." A user terminal 14 is connected to the computer system 12 and serves to interface with applications executing under TPF based CRS control. Data from the computer system 12 is propagated to a relational database 24 via a functional server 16 and a database server 20. A PC client 26 is capable of using data from the database 24 to execute non-TPF based CRS applications.

It is respectfully submitted that Mehovic does not teach or suggest a system or method for selectively displaying digital information at one or more of a plurality of locations as recited by independent claims 25 and 26. Mehovic pertains to propagating airline reservation data to a relational database management system so that the data can be retrieved by an end user and is not concerned with displaying information in publicly assessable places. The end user in Mehovic requests information from the reservation system 12 through a VAX front-end 106 (see column 5, lines 27-30). In contradiction, the end users in the present invention (i.e., the public) are passive viewers of displayed images.

Mehovic fails to disclose the claimed exposure list that specifies display content, display location, display timing and display duration. The Examiner argues that the Passenger Name Record ("PNR") of Mehovic is equivalent to the exposure list. However, the PNR is a mix of textual and parametric data related to airline reservations such as airlines, departure cities, arrival cities, passenger data and the like. There is no information relating to display content, display location, display timing and display duration as required by claims 25 and 26.

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In addition, there is no teaching that the PNR is generated from control instructions received from an information mediator, as is required for the exposure list of claims 25 and 26.

Furthermore, Mehovic fails to show the claimed element of displaying images at one or more locations. Even if one argues that Mehovic displays data on the PC client 26 or output means 100, there is no suggestion that the system displays images in accordance with an exposure list, as required by claims 25 and 26. Instead, each PC client 26 presumably operates independently, displaying particular data as requested by the individual end users.

For the above reasons, it is respectfully submitted that independent claims 25 and 26 are allowable over Mehovic.

Regarding independent claims 1 and 13, the Examiner argues that it would have been obvious to provide Mehovic with a projector output as taught by Martin or Miyashita. However, even if such a modification was made, the resulting combination would still fail to teach the claimed exposure list. As described above, the PNR of Mehovic is not equivalent to the claimed exposure list. Martin and Miyashita merely teach controlling a projector with a computer and do not suggest the use of an exposure list. Furthermore, even if Mehovic is modified to display information with a projector, there is no suggestion of coordinating and controlling select ones of a plurality of projectors as required by claims 1 and 13.

For the above reasons, it is respectfully submitted that independent claims 1 and 13 are allowable over Mehovic in view of Martin or Miyashita. Claims 2-12 and 14-24 depend from claim 1 and 13, respectively, and are thus also believed to be allowable.

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In view of the above, it is submitted that the claims are in condition for allowance. Reconsideration of the objections and rejections is requested. Allowance of claims 1-26 at an early date is solicited.

Respectfully submitted,

3/29/02

Date

Patrick R. Scanlon

Patrick R. Scanlon  
Reg. No. 34,500  
Pierce Atwood  
One Monument Square  
Portland, Maine 04101  
207-791-1276

**PIERCE  
ATWOOD**

**Official**

**FAX COVER SHEET**

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*Voice Number:* 703-306-3026  
*From:* Patrick Scanlon  
*Date and Time:* March 29, 2002 7:11 PM  
*Total Pages:* 8

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APPLICATION NO. 09/821,969

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One Monument Square • Portland, Maine 04101 • 207.791.1100 • Fax 207.791.1350

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